



**MINUTES**  
of the  
**WORKSHOP**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency

**Friday, April 15, 2005**  
**8:30 AM-1:30 PM**  
**Santa Barbara MTD Auditorium, 550 Olive Street**

**DIRECTORS PRESENT:**

John Britton, Chair, Olivia Rodriguez, Vice Chair, Brian Fahnestock, Secretary,  
David Davis, Director, Logan Green, Director

**MTD EMPLOYEES PRESENT:**

Sherrie Fisher, General Manager, Tiara Lakey, Executive Assistant to the Board and General Manager, Jerry Estrada, Assistant General Manager/Controller, David Damiano, Manager of Transit Development and Community Relations, Steve Maas, Manager of Strategic Planning and Compliance, Gary Johns, Manager of Operations, Gabriel Garcia, Human Resources and Risk Manager, Dave Morse, Superintendent of Operations, Mike Cardona, Acting Manager of Maintenance, Steve Hahn, Materials Manager

**OTHERS PRESENT:**

Browning Allen, City of Santa Barbara Transportation & Planning Manager,  
Matt Dobberteen, Santa Barbara County Public Works

**1. CALL TO ORDER**

Chair Britton called the meeting to order at 8:30 AM.

**2. ROLL CALL OF THE BOARD OF DIRECTORS**

Chair Britton noted that all members were present.

**3. REPORT REGARDING POSTING OF AGENDA**

The General Manager reported that the agenda for this workshop was posted at the MTD administrative headquarters, on the MTD website and mailed to the media of general circulation.

**4. PUBLIC COMMENT**

There was no public comment.

5. **CURRENT ISSUES- (Outlined within the MTD Board Workshop Executive Summary, dated April 15, 2005)**

**PLANNING & MARKETING**

David Damiano, Manager of Transit Development and Community Relations reviewed MTD ridership by fare category type from July 2004 through December 2004. Mr. Damiano outlined each program structure associated with each fare type. It was noted that a lot of this data was collect by MTD drivers through the GFI fareboxes, that are installed in many of the buses. Mr. Damiano also reviewed FY 2004 & FY 2005 MTD revenue hours and miles. The Board and MTD staff discussed factors such as the implementation of monthly bus passes, a decrease in population and that this information was collected during slow months for tourism. The Board discussed ideas and offered suggestions for increasing ridership.

The Board reviewed the FY 2004 & FY 2005 MTD Bicycles, Wheelchairs Carried, Overloads and Full Buses report. The growing popularity of the bike racks on buses, especially with the UCSB routes was discussed. The racks carry two bicycles at a time, which quickly fill up and at times, riders must wait for the next bus. Director Green noted that he rides these lines, along with his bicycle and has experienced this first hand. There was a discussion about the possibilities and problems associated with adding more racks, including possible alternatives.

MTD's On-Time Performance report was reviewed and it included information from a weekday survey conducted from March 12- April 4, 2005. This report reflected a 4% average of late departures from the Transit Center out of a total of 7,327 departures during this period. At a later date, the Board will receive a quarterly report that will contain on-bus surveys. Mr. Damiano stated that priorities for the upcoming service changes are schedule adherence and overloads.

Mr. Damiano reviewed the Bus Ad Space Revenue report with the Board, which reflected a total Ad Revenue of \$350,570 as of April 2005. Mr. Damiano stated that since the arrival of the new Marketing Coordinator, Sarah Glover, ad sales have risen 14% over the projected sales for this year and added that this report does not include her most recent sales. The Board discussed MTD's Ad Policy. Results from a survey conducted by MTD, that asked "How you heard about the Valley Express?" was reviewed. The results showed that most of the current Valley Express riders had heard of the service from MTD's mass e-mailing. This consisted of corresponding with the Human Resources departments at local companies. Following close behind was *Santa Barbara News Press Valley Living* and *Santa Ynez Valley News*.

**TRANSIT OPERATIONS**

The General Manager introduced MTD's new Human Resources & Risk Manager, Gabriel Garcia. The General Manager noted that this was a new position at MTD. Gary Johns, Manager of Operations reviewed the AM/PM Startup report that contained data for the period of October through December 2004. This report listed the total pullouts (start of service from bus yard) for the quarter by weekday, weekends and times, with a combined total of 10,888 pullouts. Mr. Johns complimented Operations and Maintenance, by pointing out that the report also reflected zero missed or late starts due to missing drivers or bus failure.

At this time Jerry Estrada, Assistant General Manager/Controller and Browing Allen, City of Santa Barbara Transportation & Planning Manager provided the Board with information regarding the TCRP grant. Mr. Allen reported that the City proposes to use some of that grant

money to add new traffic signals to 5 or 6 unsafe intersections within Santa Barbara. MTD would benefit from the result of this, with more on time service expected due to less congestion and delays at intersections.

Dave Morse, Superintendent of Operations reviewed MTD's complaint and compliment totals for October through December 2004. The information was broken down by category, consisting of passenger relations, driving observation, schedule/policy, missed passengers, compliments. The General Manager noted that compliments are not always reported to administration, because a lot of passengers thank the drivers directly at the time of service. MTD's complaint follow up procedures were also discussed.

Mike Cardona, Acting Manager of Maintenance and Steve Hahn, Materials Manager reported on fleet facts, which included type, number in fleet, specifications, consumption, and cost per mile. The electric vehicle bus fleet, chargers, the cost of electricity, alternative sources for electric (solar) and maintenance was discussed. The diesel fleet data was reviewed except for the MCI fleet, due to service start date after this reporting period. Mr. Estrada noted that rising fuel costs are reflected in this report, which went from \$1.40 to \$2.00 a gallon. Mr. Hahn then updated the Board on CARB requirements and changes. Federal Transit Administration (FTA) regulations and requirements were also discussed.

### **MANAGEMENT & ADMINISTRATION**

The Current Staffing report was reviewed, which included all position filled and unfilled within management, staff, supervisors, drivers, maintenance and the transit center. The Board requested turnover reports in the future, with information going back at least 3 years. Mr. Garcia enlightened the Board with his recent and past work history, with the addition of his plans for the operations department.

The Board then reviewed the workers' compensation, liability and disability claims for the period of October through December 2004, which included losses recovered and future reporting.

### **TRANSIT FINANCE**

Mr. Estrada reviewed the Transit Finance report with the Board. This report contained financial indicators, such as cash and pass performance, advertising programs, materials in supplies inventory, workers' compensation and liability for the period ending December 31, 2004.

### **Compliance (Outlined in the MTD FTA Areas of Compliance and the MTD Glossary)**

Steve Maas, Manager of Strategic Planning and Compliance reviewed the FTA Areas of Compliance report and Glossary with the Board. Mr. Maas outlined some of the FTA's requirements and regulations for receiving grant money.

## **6. LONG RANGE ISSUES**

The General Manager updated the Board on upcoming bus procurements for the South Coast Transit Priorities (SCTP). These buses would include diesel and electric, depending on their routes. The Goleta portion of the SCTP will be the first to begin service and will use diesel buses. The General Manager stated that she is carefully reviewing the electric vehicle procurement portion of the SCTP, due to some current problems that MTD is experiencing with the new EBUS electric buses. The problems stem from their Ni-cad, SAFT batteries, which are resulting in poor performance and frequent power downs. MTD is currently working with EBUS and SAFT to resolve these issues. The General Manager added that these issues

could effect future electric vehicle battery specifications when going out for procurement. The Wharf Woody past and future service was also discussed and reviewed.

Information regarding the last 4 remaining 101 in Motion proposals was provided.

A draft listing of MTD's potential service enhancements with new unrestricted revenue was handed out and reviewed with the Board. The General Manager noted that this is a "service wish list" and it is ongoing and updated often.

The Board discussed Measure D and how it affects MTD. Mr. Browning gave an overview of the Measure and its history. The Board discussed the importance of reauthorization of Measure D and how it affects transit. The General Manager stated that she could provide the Board with further information and recommendations at a future Board meeting. The Board also discussed the proposed County Split and how it would effect MTD's current funding that is generated is from the North County.

The General Manager asked for the Board's opinion of MTD possibly providing additional regional service to the North, such as Lompoc and Santa Maria. The Clean Air Express is currently providing this service, under contract with SBCAG. The Board expressed an interest in discussing this in the future. There was also a brief discussion on rail.

**7. DISCUSSION**

There was no further discussion.

**8. ADJOURNMENT**